

CHARGE NUMBER: 1600
PROJECT TITLE: Smoker Psychology
PERIOD COVERED: August 1 - 31, 1981
PROJECT LEADER: W. L. Dunn
DATE OF REPORT: September 9, 1981

The Effects of Cigarette Smoking on Brainstem Auditory Evoked Potentials(F. Gullotta)

Initial data analyses have been completed and a memo is currently being written. The data suggest the possibility that smoking influences structures in the vicinity of the lower mid-brain. However, additional research would have to be done in order to confirm these findings.

Duration of Effect Study (F. Gullotta)

Thirty seven tests have thus far been completed on ten individuals. It is estimated that the study will be finished in November.

Perception and Pattern Reversal Evoked Potentials: Smoking Effects (F. Gullotta)

The pilot phase of this study is nearing completion and some preliminary analyses are under way. A decision on whether to undertake a full-scale investigation will be possible by early October.

Changes in Smoke Inhalation Patterns as a Function of Changes in Nicotine Delivery (Jan Jones)

Subject recruitment, data collection and data analysis continue.

Inhalation Patterns on Market Brands and their "Light" Versions (Jan Jones)

Data collection is underway on a study observing inhalation behavior as a subject smokes a current market brand of cigarette, then switches to the "light" brand of the same name.

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Study of Psychosocial Factors Influencing Smoking Behavior
(S. Dunn)

Computer entry of the data for further in-house analysis nears completion. Our next task will be to examine the data for variables that discriminate between the high and low delivery brand smokers.

Study of the Perception of the Social Desirability of Smoking
(S. Dunn)

A scoring key for the Adjective Checklist has been designed and hand scoring of these questionnaires is in progress.

Differences in Nicotine Intake Between High and Low Delivery Smokers (S. Dunn)

Twenty of the high delivery smokers and twenty of the low delivery smokers who were participants in the Psychosocial Project have saved the butts from all cigarettes smoked for two consecutive days. Each day's supply of butts was put in an aluminum foil pouch and returned to us in pre-postage paid mailers. We are preparing the butts for nicotine analysis by the R&D Analytical Division.

Influence of Situational Events on Smoking Behavior (S. Dunn)

We have decided to obtain an additional behavioral measure in this study. We plan to obtain a measure of each person's need for stimulation. We believe those smokers who are most motivated by situational events to light a cigarette, will be those people who are most in need of all kinds of environmental stimulation.

Consultant Search (S. Dunn)

Three candidates have been recommended for the program consultant position. We are in the process of making a final decision.

Firmness and Acceptability (F. Ryan)

A panel of 40 R&D employees has rated the acceptability of 13 different experimental cigarettes which differed in firmness.

Panelist responses indicate that there are two types of people in the R&D population: one which says "the firmer the better", and one which says something else, such as "not so firm", "soft", or "reasonably firm, but not too firm".

The latter panelists downgrade very firm cigarettes severely. Given the presence of the two types of raters and the source of the panel it is impossible to make unqualified statements about acceptability. However, the data available imply that cigarettes with compacimetric numbers between 31.5 and 29.0 will be acceptable to most people. The "firmer the better" people don't like cigarettes with compacimetric numbers higher than 31.5, and the

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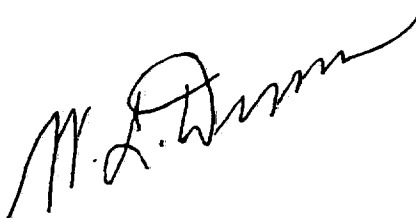
other panelists downgrade severely beyond 29.0.

No apparent differences can be attributed to brand usually smoked, gender, etc.

Firmness and Acceptability (F. Ryan)

A large group of POL panelists is ranking the importance of a variety of lit and unlit cigarette characteristics. Ballots are due by September 11, and about 200 usable ballots have been received as of September 8, 1981.

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